CITY OF MILWAUKEE POLICE DEPARTMENT NEWS RELEASE

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DATE: AUGUST 20, 2009 CONTACT: ANNE E. SCHWARTZ NEWS RELEASE #09-21 414-935-7209

POLICE TARGET UNDERAGE ALCOHOL SALES

Officers in Milwaukee Police Department's <u>District Two</u> are protecting our young people by ensuring that alcoholic beverages won't be sold to anyone under the legal drinking age.

Milwaukee Police Department employees who have not yet turned 21-years-of-age teamed up with undercover officers from District Two on August 19 to check that businesses properly ask young customers for identification before selling alcohol to them. The underage customers and officers visited 47 licensed convenience and liquor stores in District Two, of which 20 illegally sold alcohol. Most of the stores that illegally sold failed to even ask the underage customer for identification. Some stores asked, but when the underage customer told the clerk they had no ID they still sold the alcohol, and one store sold alcohol even after the underage customer provided ID that clearly showed him to be under 21.

Captain Donald Gaglione, the commanding officer of District Two, said that this initiative clearly showed that more education and enforcement needs to be done. "Although most of the stores did the right thing," Captain Gaglione said, "way too many did illegally sell the alcohol, showing we have a problem that needs to be corrected."

Captain Gaglione went with officers to issue citations to the sales clerks and the license holders at stores that sold the alcohol to the underage customers. He also went to stores that refused to sell alcohol to commend the owners and clerks for being responsible merchants. One sales clerk who did not sell summed up his responsibility by saying, "No ID – No alcohol."

The fine for a clerk who sells to an underage customer is \$160, and the fine for the licensee is \$356. Fines progress if the clerks and licensees have previous convictions. Additionally, the findings of the investigation will be reported to the Milwaukee Common Council's Licenses Committee.